


From: Chris Eakin chris@esha.com 
Subject: ESHA Checking in
Date: February 24, 2015 at 5:00 PM
To: Aaron Davidson phacops@gmail.com
Cc: Stephanie Ulrich sulrich@esharesearch.com

CE

Hi Aaron,

We would like to write a press release about our partnership.

Please let me know if you have any concern with this. You can provide us a blurb and possibly an image you might like included.

Thanks

Chris Eakin

Product Consultant
Esha Research, Inc
(P) 800-659-3742 ext 123
(F) 503-585-5543
ceakin@esha.com
www.esha.com

From: Aaron Davidson [mailto:phacops@gmail.com]
Sent: Monday, February 16, 2015 3:58 PM
To: Chris Eakin
Subject: Re: ESHA Checking in

Chris,

Everything is generally looking good so far.

I have one question about the 'O_Carb' nutrient column -- I assume this stands for 'Other Carbs' and would like to know exactly what that is, if possible. I am currently assuming this is total-carbs minus total sugar, and is mainly starch?

I've attached screenshots of all the places in our program where ESHA is mentioned.

- 1) Our user manual section on data sources contains the full attribution
- 2) Our Food details /editor shows the food data source with 'ESHA:XXXXXX' for the ESHA identifier.
- 3) Our food search dialog shows a source column with 'ESHA' text and small icon
- 4) Our food search dialog also has a source filter option

In addition, we've added all the same limitations we used for our NCCDB licence to protect ESHA data from unnecessary exposure from data export, web crawlers, etc...

Thanks,
Aaron

Data Sources

The foods in our database come from several sources.

- **Nutrition Coordinating Center Food & Nutrient Database (NCCDB)**

Curated by the The University of Minnesota, this is the most comprehensive set of food data we use, and makes up the bulk of foods in our datab. This data set contains over 16000 food entries with comprehensive data on 70 nutrients.

- **United States Department of Agriculture National Nutrient Database for Standard Reference (USDA SR27)**

Curated by the USDA, this is the a very comprehensive set of food data available. This data set contains nearly 8000 food entries with data on ov 70 nutrients.

- **ESHA Research, Inc. (ESHA)**

The ESHA database provides data for over 35000 brand name products and restaurant menu items. These items don't typically have as full of a nutrient profile as the USDA and NCCDB items, but contain all the published information from the product nutrition labels.



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- **The Canadian Nutrient File (CNF 2010)**

This data has a lot of overlap with the USDA data (many entries are derived it), but adds a lot of additional foods, as well as reflecting differences found in Canadian foods. It has french and english names for all items, as well as standard measures in metric units.

- **Irish Food Composition Database (IFCDB)**

This data set contains nearly 1000 irish food and supplement products.

- **CRON-O-Meter Community Database (CRDB)**

This is our own set of user-submitted food entries. They show up in green text in the food search dialog. These are typically created by users from nutrition labels of products they use. Because nutrion labels are limited. they mav not have as complete a nutrient-profile as the more generic

Food #738726, Data Source: ESHA:66504

Beverages

Names

English Gatorade, sports drink, orange, G02 Perform

Notes

Add Food to Diary

Search:

Description	Source	Rank
Beverages, Coca-Cola, Powerade, lemon-lime flavored, ready-to-drink	USDA	
Powerade, all flavors	NCCDB	
Powerade (isotonic sports drink)	IFCDB	
Beverages, Powerade Zero Ion4, calorie-free, assorted flavors	USDA	
Sonic, syrup, Powerade	ESHA	
Powerade, sports drink, grape	ESHA	
Powerade, sports drink, orange	ESHA	
Powerade, sports drink, fruit punch	ESHA	
Powerade, sports drink, grape, Zero	ESHA	
Powerade, sports drink, lemon lime	ESHA	
Powerade, sports drink, lemon lime, Zero	ESHA	
Powerade, sports drink, mixed berry, Zero	ESHA	
Powerade, sports drink, Mountain Berry Blast	ESHA	
Powerade, sports drink, orange, Zero	ESHA	
Powerade, sports drink, sour melon	ESHA	
Powerade, sports drink, strawberry lemonade	ESHA	
Powerade, sports drink, strawberry, Zero	ESHA	
Powerade, sports drink, white cherry	ESHA	
Sonic, blended drink, Mountain Blast slush, Powerade	ESHA	

Add Food to Diary

Search:

Source: ☒ All ☐ USDA ☐ CNF ☐ CRDB ☐ IFCDB ☐ Custom ☐ UKCoF ☐ NUTTAB ☐ NCCDB ☐ ESHA

Category:

Language:

Description	Source	Rank
Watermelon	USDA	
Watermelon	NCCDB	
Watermelon	NCCDB	
Agua fresca	NCCDB	
Watermelon	NCCDB	
Watermelon	NCCDB	
Licuada, sandia (watermelon)	NCCDB	
Agua fresca, watermelon, low sugar	NCCDB	
Switzer's Chewy Twists, Watermelon	NCCDB	
Seeds, watermelon seed kernels, dried	USDA	
Sonic, syrup, watermelon	ESHA	
Torani, syrup, watermelon	ESHA	
A&W Restaurant, blended drink, watermelon, Slushee	ESHA	

On Feb 16, 2015, at 3:24 PM, Chris Eakin <chris@esha.com> wrote:

Great, let me know how it goes. Have a great week.

Chris Eakin
Product Consultant
Esha Research, Inc
(P) 800-659-3742 ext 123
(F) 503-585-5543
ceakin@esha.com
www.esha.com

-----Original Message-----

From: Aaron Davidson [mailto:phacops@gmail.com]
Sent: Monday, February 16, 2015 2:23 PM
To: Chris Eakin
Subject: Re: ESHA Checking in

Hi Chris,

Yes, thanks. I have the data and am in process of importing / testing. Hope to have it done sometime this week.

Regards,
Aaron

On Feb 16, 2015, at 3:21 PM, Chris Eakin <chris@esha.com> wrote:

Hey Aaron

I'm back in the office today. Wanted to make sure you received the data and everything is going well so far.

Thanks

Chris Eakin
Product Consultant
Esha Research, Inc
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(F) 503-585-5543